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Most Popular Lists

America's Youngest Billionaires 2015 30 Under 30

Video

30 Under 30



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AmericansWorld's Most
Powerful PeopleThe World's
BillionairesWorld's Most
Powerful Women

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BROWSE THE LIST

Rank 102 Brand

Values calculated November 2014

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Order Spreadsheet

Rank	Brand	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry
1	Apple	124.2	19	170.9	1,100	Technology
2	Microsoft	63.0	11	86.7	2,300	Technology
3	Google	56.6	19	51.4	2,848	Technology
4	Coca-Cola	56.1	2	23.8	3,266	Beverages
5	IBM	47.9	-5	99.8	1,294	Technology
6	McDonald's	39.9	1	89.1	808	Restaurants
7	General Electric	37.1	9	126.0	-	Diversified
8	Samsung	35.0	19	209.6	3,818	Technology
9	Toyota	31.3	22	182.2	4,200	Automotive
10	Louis Vuitton	29.9	5	9.7	4,707	Luxury
		28.8	4	81.3	-	Automotive

Forbes

Rank	Brand New Posts	Brand	Most Popular Lists	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry		
11	+1 posts this hour		America's Youngest Billionaires Lists	30 Under 30	BMW	28.0	4	47.1	196	Technology
12			Cisco	28.0	4	47.1	196	Technology		
13			Intel	28.0	-9	52.7	1,900	Technology		
14			Disney	27.4	19	23.6	2,600	Leisure		
15			Oracle	25.8	-4	38.3	79	Technology		
16			AT&T	24.9	3	128.8	3,268	Telecom		
17			Mercedes-Benz	23.8	1	98.0	-	Automotive		
18			Facebook	23.7	74	7.8	117	Technology		
19			Wal-Mart	23.3	7	304.4	2,400	Retail		
20			Honda	23.2	10	115.5	2,979	Automotive		
21			NIKE	22.1	22	26.1	3,031	Apparel		
22			Verizon	21.6	11	120.6	2,438	Telecom		
23			Budweiser	21.4	1	10.0	-	Alcohol		
24			Amazon.com	21.4	45	73.0	2,400	Technology		
25			SAP	20.7	6	21.1	-	Technology		
26			American Express	20.7	15	34.9	3,043	Financial Services		
27			Gillette	19.1	4	8.0	9,236	Consumer Packaged Goods		

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Rank	Brand New Posts	Brand Most Popular Lists	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry
28	+1 posts this hour 	America's Youngest Billion Pepsi	18.9	4	12.8	2,400	Beverages
29		Nescafe	17.8	0	10.5	-	Beverages
30		Marlboro	17.4	5	23.2	442	Tobacco
31		H&M	16.8	4	19.7	-	Retail
32		L'Oréal	16.6	-1	11.1	-	Consumer Packaged Goods
33		Visa	16.0	13	11.8	-	Financial Services
34		HSBC	15.3	1	98.4	-	Financial Services
35		ESPN	14.8	15	10.5	2,600	Media
36		Hewlett-Packard	14.2	-7	112.3	878	Technology
37		Siemens	13.0	-5	101.2	-	Diversified
38		Audi	12.7	16	60.3	-	Automotive
39		Gucci	12.5	4	4.7	-	Luxury
40		IKEA	12.5	9	37.9	-	Retail
41		Nestle	12.1	3	11.2	-	Consumer Packaged Goods
42		Frito-Lay	12.1	5	11.3	2,400	Consumer Packaged Goods
43		Home Depot	11.8	17	78.8	865	Retail
44		UPS	11.1	9	55.5	-	Transportation

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Rank	Brand New Posts +1 posts this hour	Brand	Most Popular Lists	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry
45		Ford	America's Youngest Billion	11.1	30 Under 30	4	142.6	4,400
46		Danone		11.0	-1	13.9	-	Consumer Packaged Goods
47		Hermès		10.8	16	5.0	281	Luxury
48		Fox		10.7	5	13.0	2,900	Media
49		Accenture	High performance Delivered	10.5	9	31.9	90	Business Services
50		Pampers		10.3	8	10.6	9,236	Consumer Packaged Goods
51		Zara		10.1	7	14.4	-	Retail
52		Wells Fargo		10.1	12	88.1	610	Financial Services
53		J.P. Morgan		9.3	2	45.5	2,500	Financial Services
54		Ebay		9.1	7	7.0	1,000	Technology
55		Kraft		8.9	-3	7.1	747	Consumer Packaged Goods
56		Volkswagen		8.9	9	144.7	-	Automotive
57		Caterpillar		8.8	4	55.7	-	Heavy Equipment
58		Coach		8.8	-16	4.8	130	Luxury
59		Thomson Reuters		8.7	-9	7.1	-	Media
60		MasterCard		8.7	19	8.3	841	Financial Services
61		Starbucks		8.7	25	14.5	-	Restaurants

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	New Posts +1 posts this hour	America's Youngest Billionaires The 2015 30 Under 30	30 Under 30	30 Under 30			
62	 Chevrolet		8.6	-	82.5	5,500	Automotive
63	 Cartier		8.5	-	6.5	-	Luxury
64	 Colgate	Colgate	8.4	6	4.0	1,891	Consumer Packaged Goods
65	 Kellogg's		8.3	-4	7.1	1,131	Consumer Packaged Goods
66	 Shell		8.3	9	451.2	-	Oil & Gas
67	 Canon		8.1	-7	37.3	865	Technology
68	 Nissan		8.0	16	98.5	2,895	Automotive
69	 Prada		8.0	12	3.9	229	Luxury
70	 Adidas		7.9	-6	14.7	-	Apparel
71	 Hyundai		7.8	20	52.0	1,913	Automotive
72	 Rolex		7.7	5	4.7	-	Luxury
73	 Lexus		7.7	10	18.7	4,200	Automotive
74	 Red Bull		7.5	5	6.7	-	Beverages
75	 Bank of America		7.4	-5	79.5	1,834	Financial Services
76	 Philips		7.2	2	31.1	1,174	Diversified
77	 John Deere		7.2	11	37.8	183	Heavy Equipment
78	 Allianz		7.0	2	135.0	-	Financial Services

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New Posts		America's Youngest Billionaires	The 2015 30 Under 30	30 Under 30			
79	 Chanel		7.0	1	4.7	-	Luxury
80	 KIA Motors		6.9	-	43.6	1,126	Automotive
81	 Exxon Mobil		6.9	7	390.2	-	Oil & Gas
82	 Santander		6.8	12	50.8	838	Financial Services
83	 Heineken		6.7	-3	6.0	-	Alcohol
84	 Ralph Lauren		6.6	4	6.9	256	Apparel
85	 Subway		6.6	16	18.8	-	Restaurants
86	 FedEx		6.6	13	45.6	407	Transportation
87	 RBC		6.6	-	37.6	-	Financial Services
88	 Chase		6.5	3	53.0	2,500	Financial Services
89	 Porsche		6.4	14	19.1	-	Automotive
90	 Lancôme		6.3	2	4.4	-	Consumer Packaged Goods
91	 LEGO		6.2	-	4.5	-	Leisure
92	 Ericsson		6.2	4	34.8	-	Technology
93	 Goldman Sachs		6.2	-9	40.9	-	Financial Services
94	 Burberry		6.1	11	3.7	-	Luxury
95	 Sprite		6.1	-	3.6	3,266	Beverages

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96	 Heinz	America's Youngest Billion	6.0	7	4.5	-	Consumer Packaged Goods
97	 Boeing	The 2015 30 Under 30	6.0	-7	86.6	-	Aerospace
98	 Citi	30 Under 30	6.0	16	92.5	1,888	Financial Services
99	 MTV	30 Under 30	5.8	5	3.3	1,117	Media
100	 Dell	30 Under 30	5.8	-9	57.2	-	Technology

Sources: FactSet; Forbes.

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